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Meeting of Committee on Exhibit for the 1925 International Live Stock Exposition

February 18, 1925.

The committee met at the office of E. W. Sheets, Chief, Animal Husbandry Division, at eleven o'clock. Those present were:

Representative

E. W. Sheets
C. D. Lowe
William Jackson
W. R. Chapline
J. E. Lapham
J. C. Marquis
F. L. Goll
A. C. Rose
B. C. Kadel
Lisle Morrison
Miss Schmidt
C. J. Brand
J. W. Hiscox
H. T. Baldwin

Bureau

Animal Industry
Animal Industry and Coop. Ext.
" "
Forest Service
Soils
Agricultural Economics
Plant Industry
Roads
Weather Bureau
Biological Survey
Home Economics
Packers & Stockyards Adm.
Exhibits
"

There were no representatives from Entomology, Dairying and Chemistry, and Mr. Farrell of Cooperative Extension telephoned that he could not attend.

Mr. Sheets showed various illustrations of the 1924 "International" exhibit for the benefit of those members of the committee who did not attend the Exposition.

A brief discussion of the merits of the 1924 exhibit was held and those who attended the International generally agreed that it far exceeded in effectiveness all previous exhibits which the Department has shown on the subject.

Miss Schmidt suggested that in future, feature exhibits such as "Two Steers on the Same Trail" should be so constructed that the visitor would approach their various chapters from left to right. However, it was pointed out that the exhibit space at Chicago made such a movement of the crowds difficult to provide for.

Mr. Marquis declared that the exhibit was the best he had ever seen for relating the grading of animals to the finished product, and that he had heard many favorable comments on it.

Although the committee had not been asked to bring definite suggestions for the 1925 exhibit, a brief discussion was held of the probable subject-matter of the new exhibit.

Mr. Rose stated that his bureau could furnish data on the ventilation and proper design of barns and other livestock equipment, as well as data on the transportation of hogs by motor truck.

Mr. Marquis stated that his bureau had decided tentatively to suggest four points to be stressed this year, and that they were, briefly:

1. Continue the presentation of grades and standards and their relation to the finished product.
2. Make an effort to bring together and present to the farmer the various factors which make the price of livestock, calling the exhibit by some such name as, "What Makes the Price?"

3. Another farm organization exhibit.
4. An exhibit on the retail marketing of meat using the figures of the recent survey on that subject.

Mr. Morrison stated that the work of his bureau did not apply particularly to most of the exhibits usually shown at the International, but that if any part of the exhibit touched on range production he would like very much to see two points stressed, (1) protection of the range grasses from rodents, and (2) protection of livestock from predatory animals.

Mr. Brand stated that the work of his organization did not lend itself to exhibits well, but that he was interested in the Department's exhibit work. He said that in his opinion the correlation of price with quality is the important thing to be emphasized in grades and standards work.

He also suggested that an exhibit touching on our foreign trade in pork might be appropriate, -one showing, for example, what it is in Wiltshire sides that brings the premium. He stated that many people have the idea they can be cut out of any hog. He added, however, that there may be so many other subjects of wider interest and more importance as to make an exhibit on this subject unwarranted.

Mr. Kadel stated that his observations lead him to believe that the subject of cooperative marketing is one of the most timely for the Department to emphasize in its exhibits.

Mr. Goll stated that he regards the exhibit at the International as principally a Bureau of Animal Industry exhibit in which there was but little place for the subject-matter of his bureau.

Mr. Sheets reminded him that the Department's exhibit at the 1923 International had a feature exhibit of four chapters stressing feeds for livestock - pasture, hay, corn and silage, which was prepared largely in cooperation with the Bureau of Plant Industry, and which proved popular.

He said that furthermore he believed it was the concensus of opinion of those who have been in closest touch with Department exhibits that there is great interest at all livestock shows in the subject of crops for feeding livestock providing the story does not stop with the production of the crops but continues to outline best methods of utilization of those crops.

He expressed it as his opinion that the subject of pastures is always a timely one; and that another problem of great importance with livestock men at this time is the one of proper utilization of their surplus roughages on the farm. Both these subjects, he said, ought to be considered by the Department in its future exhibits.

Mr. Goll said he would like to see the Department prepare an exhibit for the Grain and Hay Show inasmuch as it was in reality a part of that show.

Mr. Hiscox explained that the management of the International look upon the Government exhibit as a separate and complete part of the Exposition, and that they have indicated to the Department very strongly that they wish it to stress livestock features in its exhibits.

Mr. Lapham explained that the work of his bureau would touch principally along the line of pasture improvement by the application of fertilizer, citing

an instance in the Appalachian region where a farmer had recently brought about a great difference in the yield of grasses by the application of but two tons of acid phosphate to the acre.

Mr. Sheets then read at the request of the committee several detailed suggestions which the Bureau of Animal Industry had prepared for the coming exhibit, one of them being that sheep and wool should be featured this year as was beef last year, carrying the story from the range to the consumer of mutton and possibly to the wearer of clothing or at least to the marketing of the wool.

Another was that we feature the cheaper cuts of beef, showing the many possible retail cuts obtainable from chucks and plates and their methods of preparation.

Miss Schmidt stated that Dr. Stanley would be very much interested in such an exhibit, both for beef and for lamb; and that many of the cheap cuts of lamb are almost unknown in usage.

Mr. Sheets stated that a recommendation had been received that the market classes of horses be illustrated this year with live horses. Also that it seemed timely to call attention of farmers to the impending shortage of young work horses.

Mr. Brand moved that the chairman appoint a small committee with Mr. Hiscox as chairman to receive the suggestions for this year's exhibit from the various bureaus, to go over them carefully and submit their recommendations as to subject-matter for the 1925 exhibit to the whole committee as soon as possible.

Mr. Hiscox explained that it has been the custom of recent years for the subject-matter story to be prepared only by subject-matter people and then turned over to the Office of Exhibits for appropriate expression in exhibit form, and that, therefore, he himself should not serve on such a committee.

Mr. Brand amended his motion accordingly, the motion was seconded and carried, and Mr. Sheets named the following committee of five:

Dr. C. D. Lowe
Mr. J. C. Marquis
Miss Schmidt
Mr. F. L. Goll
Mr. Lisle Morrison

It was taken by general consent that each bureau would have in the hands of the sub-committee by Saturday, February 28, its suggestions for subject-matter to be included in the 1925 International exhibit.

The committee adjourned to await the preparation of definite recommendations by the sub-committee.

